

extremely low intelligence. The military importance of segregating these men is obvious.

"The Examiner's Guide" used during the war is included as Chapter III and is followed by a report of tests given in Students' Army Training Corps with tabular comparisons of the results with those obtained in various educational institutions.

Chapter V deals with practical applications. Aside from the tremendous significance of "Mental Engineering During the War" the tests comprised in Chapter VI throw light on numerous educational and industrial situations. The services of the Committee were cut short by the signing of the armistice but not before demonstrating (1) the application of the principles of psychology to concrete military problems (2) the importance of co-operation in practical scientific service.

L. Z.

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5. *Psychology Applied to Business*.<sup>1</sup>—This is a book on the psychology of buying and selling with little of direct interest to the educational psychologist or teacher. It is written for the most part in a simple and popular style, describing the psychological factors that are of importance in influencing people to buy. There are numerous examples and applications taken from the realm of business, but there are also several others taken from the standard psychological literature, some of which seem a little removed from the main purpose of the book. In describing unconscious memory we meet again Coleridge's servant girl, which recalls the passage quoted by James and thereafter by many others. The author has made good use of what he calls the historical method in advertising, which is a measure of certain trends as illustrated by the change in percentages of different types of advertisements over a number of years. His use of this method is very ingenious, as, for example, when he obtains an indirect measure of truthfulness in advertising by counting the number of superlatives used ("best," "finest," etc.) over a number of years. The counting and charting of various items over a period of years might in like manner prove useful in measuring trends in educational procedure. Altogether it is an interesting and stimulating little book, and it is simple and direct enough to appeal to the circle of readers for which it was written.

R. PINTNER.

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<sup>1</sup> Kitson, H. D.: "The Mind of the Buyer. A Psychology of Selling." Macmillan, 1921, pp. X + 211.